Valerio Foddai

Senior Product Designer



EXPERIENCE

Lead Product Designer

Soldo

July 2022 - Present (Rome, Italy - Remote)

End-to-end design of B2B and B2C fintech products for web and mobile, from research and validation through to implementation.

- Led and mentored a team of 2 designers.
- Owned design for entire projects: requirements and use case analysis, design, and developer support through to release.
- Partnered with PMs and stakeholders, presented projects to clients and validated solutions.
- Applied a design thinking approach: user research, solution validation and iterative design.
- Built and evolved the company design system, working with teams to ensure consistency across the product.
- Introduced an AI-driven design process (mainly with Claude), delivering testable MVPs in a few days.

Key results:

- Grew the platform from around 100 to over 30,000 companies.
- Evolved the product from SMB to enterprise.
- Reduced design time by 70% using AI.

Senior UX/UI Designer

Soldo

January 2018 - July 2022 (London, United Kingdom - Hybrid)

UX/UI Designer

Creative Code

October 2016 - December 2017 (London, United Kingdom - Hybrid)

Product Designer

MyCookin

Jan 2016 - Oct 2016 (London, United Kingdom - Hybrid)

Product Designer

PhotoSpotLand

Jan 2015 - Sep 2015 (London, United Kingdom - Hybrid)

EDUCATION

User Experience Design
University of Cambridge 2022
London, United Kingdom

Human-Computer Interaction (HCI)
Anfe Academy 2014 - 2015
Palermo, Italy

Network Security Engineer
Cisco Network Academy 2015 - 2016
London, United Kingdom

Industrial Design
University of Palermo 2012 - 2014
Palermo, Italy

Contacts

+39 3497789575
valerio@foddai.com

Personal Projects

Portfolio

Paniere.com

Archimede Design System

Design Knowledge

Product Design
Design Strategy
AI for Product Software
UX/UI
Interaction Design
Content Strategy
Wireframing
Rapid Prototyping
Design Research

Tools & Technologies

Claude Code - Claude Cowork - Claude Design, Figma, Kimi LLM, Jira, Confluence, GitHub

Languages

Italian (native)
English (professionnal)

The undersigned declares to be informed, pursuant to Legislative Decree no. 196/2003, that the personal data collected will be processed, including with computer tools, exclusively within the scope of the procedure for which this declaration is made.